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1955-1956  
WHOLESALE PRICES

# Flower Bulbs



**ALEXANDER P. THOMAS BULB FARMS**

GROWERS • IMPORTERS • EXPORTERS

P.O. BOX 187

COCOA, FLORIDA U.S.A.



# Easy PROFITABLE WAY to Sell Bulbs



## PACKED AND SHIPPED IN OUR *Serv-ur-Self* BULB DISPLAYS

Complete with color pictures. No trays, bins, baskets or other accessories required. A ready-made bulb department. Open up the cases upon arrival and you have a beautiful bulb display all ready to attract orders and profits for you. Cases require little space and little attention; the bulbs effectively displayed, sell themselves. Four most popular spring bulbs are packed in Serv-ur-Self Display cases in the assortments as listed below. The Display Cases are not furnished with your bulb shipment unless ordered by Catalog numbers shown below. Note the liberal profit margin! Send your order today.

CATALOG NUMBER	CONTENTS OF S-U-S CASE	SHIPPING DATES	SUGGESTED RETAIL PRICES	RETAIL VALUE PER CASE	YOUR PRICE PER CASE
<b>GLADIOLUS</b>					
G-10	600 GLADIOLUS BULBS, NO. 1 (1½"-2" diameter) Four popular varieties, 150 each	AUG-JUNE	5¢ per bulb	\$30.00	\$15.00
G-15	600 GLADIOLUS BULBS, NO. 1 (1½"-2" diameter) Four color varieties, different from those in G-10 above, 150 each.	AUG-JUNE	5¢ per bulb	30.00	15.00
G-20	800 GLADIOLUS BULBS NO. 2 (1¼"-1½" diameter) Four popular color varieties, 200 each	AUG-JUNE	45¢ per doz.	30.00	15.00
G-25	800 GLADIOLUS BULBS NO. 2 (1¼"-1½" diameter) Four color varieties different from those in G-20 above, 200 each	AUG-JUNE	45¢ per doz.	30.00	15.00
<b>FANCY-LEAVED CALADIUMS</b>					
C-50	8 dozen (96) CALADIUM BULBS, SELECT NO. 1s (2"-2½" diameter). Six leading color varieties, double quantities in red and white.	DEC-MAY	40¢ each	38.40	20.00
C-60	12 dozen (144) CALADIUM BULBS, No. 1s (1½"-2" Diameter). Six leading color varieties, double quantities in red and white.	DEC-MAY	30¢ each	43.20	21.50
<b>DAHLIAS</b>					
Each division individually wrapped and labelled by variety to maintain its vigor and identity.					
D-32	8 dozen (96) Select A-No. 1 DAHLIA DIVISIONS; 12 each of 8 leading DECORATIVES, named varieties.	DEC-MAY	35¢ each	33.60	17.50
D-34	8 dozen (96) Select A-No. 1 DAHLIA DIVISIONS; 12 each of 8 leading CACTUS types, named varieties.	DEC-MAY	45¢ each	43.20	22.50
D-42	8 dozen (96) Select A-No. 1 DAHLIA DIVISIONS; 12 each of 8 leading POMPON types, named varieties.	DEC-MAY	30¢ each	28.80	15.00
D-44	8 dozen (96) Select A-No. 1 DAHLIA DIVISIONS; 12 each of 4 leading DECORATIVES, 12 each of 2 leading CACTUS, 12 each of 2 leading POMPONS, all named varieties.	DEC-MAY	D. @ 35¢ ea. C. @ 45¢ ea. P. @ 30¢ ea.	34.80	18.00
<b>TUBEROUS-ROOTED BEGONIAS</b>					
T-80	200 TUBEROUS-ROOTED BEGONIA BULBS, 1½"-2" diameter, 25 each of 8 different color varieties.	JAN-APR	20¢ each	40.00	20.00



**Alexander P. Thomas Bulb Farms ★ Box 187 ★ Cocoa, Florida**

Date .....

Street Address.....

City or Town \_\_\_\_\_ State \_\_\_\_\_

Nearest Express Office \_\_\_\_\_ State \_\_\_\_\_

Ship Via: Parcel Post ☐; Express ☐; Truck ☐; Best and Cheapest ☐.

Ship On or About.....Check or M.O. enclosed \$.....  
(Date) (Remittance with order, deduct 3%)

Ship C.O.D. for Balance ☐; Charge ☐.

If new account and charge, give bank references:

TOTAL

**ALEXANDER P. THOMAS BULB FARMS**





# Most Beautiful and Fastest Selling Gladiolus Bulb Package on the Market!

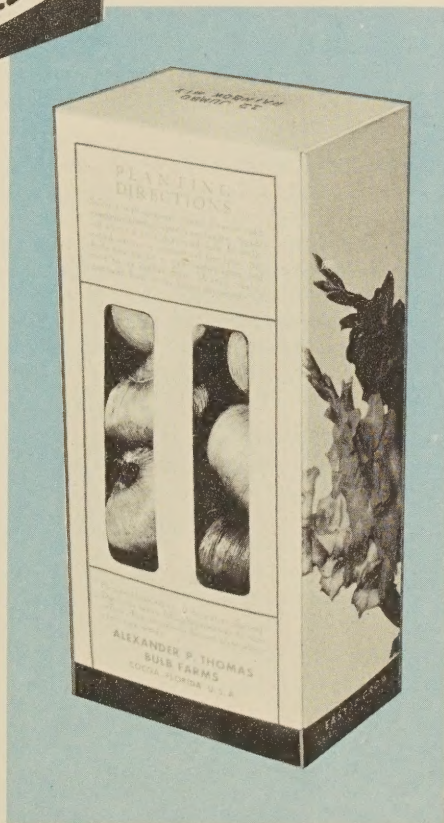


**FRONT VIEW**

Carton measures 8" tall, 3 1/2" wide, 2 1/2" deep. The gladiolus reproduction in full natural colors is lithographed on heavy, coated carton stock. Contents imprinted on top of carton; complete planting directions printed on back. See back cover for color reproduction of this carton.

**BACK VIEW**

Two large windows provide ample ventilation for the bulbs and enable customers to see the clean big bulbs contained in the carton. This is an important factor in the sales appeal of the Deluxe Pak.



Beauty queen of garden flowers, the Gladiolus tops all spring planted bulbs in popularity. It is so easy to grow and the results are so spectacular and rewarding. We specialize in Gladiolus bulbs, shipping bulbs in bulk as well as in attractive "impulse sale" picture packages.

## Thomas' DELUXE PAK

Top quality, large bulbs, attractively packaged—these factors make our Deluxe Pak a fast selling profit-maker wherever it is displayed. The beautiful reproduction of Gladiolus in full natural colors, lithographed on three sides of the cartons, produces an eye-appealing package that sells on sight. It is a quality package yet popular-priced to appeal to the mass market. And note the big profit margin!

**Costs 41<sup>2</sup>/<sub>3</sub>c — Sells for 75c**

### TWO PAKS — BOTH EXCELLENT SELLERS

Deluxe Paks	Bulbs per Carton	Bulb Size Diameter	Cartons Per Case	Approx. Wt. per Case
JUMBO 12s	12	1 3/4"-2 1/4"	24	30-35 lbs.
FIRST SIZE 15s	15	1 1/2"-1 3/4"	24	30-35 lbs.

Prices: F.O.B. Cocoa, Florida

Price per Case (24 Ctns.) ..... \$10.00

Cost per Carton ..... 41<sup>2</sup>/<sub>3</sub>c

Suggested Selling ..... 75c

Minimum Order: One Case

Delivery: Year 'Round

**10 CASES OR MORE, FULL  
TRANSPORTATION CHARGES ALLOWED.**

Deluxe cartons are packed all rainbow mix unless otherwise specified as this is the most popular seller; however, we will ship cases made up in assortments of the following colors, to your specifications: red, pink, yellow, lavender, white and rainbow mix.

### Shipping Cases for Display

Deluxe Pak cartons are shipped in attractive 3-color shipping containers. Stacked three or four high with top case cut away, containers make an effective island display in the store.





*Premium Quality*

# GLADIOLUS BULBS

## OUR DOMESTIC STOCK

*Grown on Our Farms in the Mountains of  
North Carolina and in Sunny Florida*

Shipments of our domestic-grown Gladiolus bulbs can be made the year 'round from stock of proved varieties. Between our North Carolina and Florida farms our growing cycle extends through the entire year. Bulk shipments are packed in sturdy shipping containers to assure arrival in good condition. Effective promotional materials are furnished free of extra cost.

### PRICES F.O.B. COCOA, FLORIDA

SIZES	DIAMETER	PRICE PER 1000	APPROX. SHIPPING WT. PER 1000
JUMBOS	2" up	\$30.00	120-140 lbs.
NO. 1s	1½"-2"	25.00	80-100 lbs.
NO. 2s	1¼"-1½"	20.00	40- 50 lbs.

**MINIMUM ORDER:** 1000 bulbs (250 or multiples of 250 per variety). Special quotations on large quantities will be made upon request. In smaller quantities for counter sales, see assortments offered in our S-U-S Cases Page 2.

**SHIPPING DATES:** We can make bulk shipments of Gladiolus bulbs the year round. Generally, Gladiolus bulbs are planted commencing early in the spring and successively throughout the spring and early summer. In the deep South bulbs are placed on sale commencing immediately after Christmas; elsewhere sales commence later, about 30 days prior to earliest spring planting dates. In Florida, South Texas, and the Gulf Coast, Gladiolus bulbs can be stocked for sale and planting in summer and early fall for fall and winter blooms. Flowers bloom 60 to 80 days from planting date and can withstand cold but not hard freezes.

**PACKING:** In sturdy shipping containers, gross weight 30-35 lbs. per case, color varieties carefully labelled.

### COLOR VARIETIES

Below is a partial list of varieties most generally available from us. To avoid shipping delays, allowances should be made in case of "out of stock"; substitutions of varieties in colors ordered will be made if necessary, unless instructions to the contrary are received.

SNOW PRINCESS, white  
MARGARET FULTON, pink  
WHITE GOLD, deep cream  
YELLOW HERALD, yellow  
LEEUWENHORST, light rose  
MEMORIAL DAY, purple  
MINUET, lavender  
PICARDY, salmon pink

MODERN TIMES, wine red  
ALFRED NOBLE, deep rose,  
cream throat  
ELIZABETH THE QUEEN, lavender  
JUNE BELLS, white  
HOPMAN'S GLORY, yellow  
VALERIA, soft scarlet  
ROSA VAN LIMA, rose pink

### COLOR CARDS FURNISHED

for each variety ordered. See next page  
for other free promotional materials.



# Our Free Promotional Materials Help You Sell Bulbs

Attractive Gladiolus color cards identifying the color varieties in their full natural colors, planting direction circulars, and a large attention-getting window streamer, are furnished with each shipment of Gladiolus bulbs. Newspaper mats available on request.

## Your Silent Salesman

With each initial shipment of 1000 or more of our domestic Gladiolus bulbs, we send a counter display box. This is a convenient and most effective way to display your bulbs. Takes little space but really sells! Display case is shipped empty, bulbs packed separately.



See Page 3 for  
Gladiolus Bulbs in  
Standard Serv-ur-Self Assortments.

# Imported Gladiolus Bulbs

## Special Assortment from Holland

### Shipped in Ready-Made Display Box



In answer to the requests for a wide color assortment in Gladiolus bulbs imported direct from Holland, we have had our Holland suppliers design this special pack which consists of 1000 Top Size bulbs, 100 each of ten color varieties. All charges such as duty, packing, insurance, sea freight, etc., are included in our price to you.

**F.O.B. Cocoa, Florida .....\$30.00**

These are the top size bulbs from Holland, 14 cm up, about 1 3/4"-2" diameter. Assortment is shipped exactly as received from Holland, in a crate with each variety in a separate compartment, all ready to put on display. A set of ten large (7" x 14") color cards is sent with each shipment.

Approximate shipping weight: 100 lbs. Available from stock in Cocoa, Florida, from December 1 to about March 15.

Collection will consist of 100 each of ten varieties as listed below, or comparable varieties in the same colors:

JOHN VAN KONYNENBURG, garnet red; GENERAL EISENHOWER, begonia rose; HAN VAN MEEGEREN, canary yellow; LAVENDER DREAM, silvery violet; MRS. MARK'S MEMORY, dark magenta; LEEUWENHORST, lavender-pink; MODERN TIMES, crimson purple; MANSOER, velvety blood red; ROSA VAN LIMA, deep pink; JUNE BELLS, pure white.





# Peek-a-Pak

## PACKAGED FLOWER BULBS

*Costs 25c*      *Sells for 49c*

A sparkling, colorful window package with eye and sales appeal. Priced for the mass market. Big profit margin. Carton measures 3 1/4" wide, 6" high, 2 1/2" deep. Completely overwrapped in printed cellophane with flower reproductions in their full natural colors.

**Packing:** 50 packages to the case, solid cases of any item, or assortment cases as ordered. When ordering mixed assortment cases be sure to specify items available for shipment at the same time.

### PRICE

Per case, 50 packages, F.O.B. Cocoa, Florida, \$12.50  
Minimum Order: One Case

### FOR SPRING SALES

	Bulbs per Pkg.	Bulb Size	Approx. Wt. per Case	Shipping Dates
AMARYLLIS, Meade Hybrid, Mixed	2	2"-2 1/4" Diam.	25 lbs.	Oct.-Mar.
CALADIUMS, Fancy Leaved, Asst.	2	1 1/2" Diam.	15 lbs.	Dec.-May
DAHLIAS, Large Decorative, assorted colors	2	No. 1 Div.	20 lbs.	Dec.-May
GLADIOLUS, Rainbow Mix	10	1 1/2" Diam.	25 lbs.	All Year

NOTE: Gladiolus available year 'round. In Florida, South Texas and Gulf Coast area Gladiolus can be sold and planted late summer and early fall as well as spring.

### FOR FALL SALES

	Bulbs Per Pkg.	Bulb Size	Approx. Wt. per Case	Shipping Dates
AMARYLLIS, Meade Hybrid, Mixed	2	2"-2 1/4" Diam.	25 lbs.	Oct.-Mar.
PAPERWHITE NARCISSUS	4	14-16 cm. circ.	25 lbs.	Aug.-Jan.



# Cellophane PICTURE PACKAGED BULBS

*Costs 15c                      Sells for 29c*

Another beautiful package priced for the mass market. Bulbs are fully visible in clear cellophane, each item identified by label in natural colors; planting directions included.

**Packing:** 100 or 50 packages per case, solid cases of an item, or any assortment of your selection. For mixed assortments be sure to order items available at the same time.

Prices, F.O.B. Cocoa, Florida

Per Case of 100 Pkgs. .... \$15.00 (Wt. average approx. 20 lbs.)

Per Case of 50 Pkgs. .... 7.50 (Wt. average approx. 10 lbs.)

## Your "Star Bulb Salesman"

**Display Rack:** This attractive, well designed display rack occupies minimum counter space and becomes a "silent salesman" to multiply your bulb sales and profits. Customers see the full line at a glance. Rack holds about four dozen packages at a time. Use it season after season; can pay for itself in a day. Price \$2.50.

This price refunded when a total of only 600 packages have been ordered.

<b>FOR SPRING SALES</b>	Bulbs Per Pkg.	Bulb Size	Shipping Dates
AMARYLLIS, Meade Hybrid.....	1	2"-2 1/4" Diam.	Oct.-Mar.
CALADIUMS, Fancy Leaved, Assorted Named Varieties, All Colors .....	1	1 1/2" Diam.	Dec.-May
DAHLIAS, Large Decorative: Red, White, Pink, Yellow, Bronze, Lavender .....	1	No. 1 Div.	Dec.-May
GLADIOLUS, Rainbow Mix.....	6	1 1/4"-1 1/2"	All Year
GLADIOLUS, Rainbow Mix.....	5	1 1/2"-1 3/4"	All Year
GLADIOLUS, Rainbow Mix.....	4	1 3/4"-2"	All Year
<b>FOR FALL SALES</b>	Bulbs Per Pkg.	Bulb Size	Shipping Dates
AMARYLLIS, Meade Hybrid.....	1	2"-2 1/4" Diam.	Oct.-Mar.
CALLA, White.....	1	1 1/4"-1 1/2" Diam	Sept.-Dec.
DAFFODILS, King Alfred.....	2	DN #3	Sept.-Dec.
DUTCH IRIS, Mixed	10	6-7 cm.	Oct. Jan.
EASTER LILY .....	1	6"-7" circ.	Sept.-Dec.
HYACINTHS, Pink, Blue, White	1	Large Forcing	Sept.-Dec.
PAPERWHITE NARCISSUS.....	2	14-16 cm.	Sept.-Jan.
TULIPS, DARWIN Red, Pink, Yellow, Purple, White....	3	First Size	Sept.-Dec.

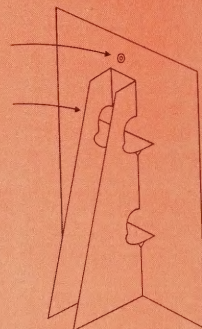




# 4 Popular Spring Bulbs on DISPLAY CARDS

## HANG THEM UP OR STAND THEM UP

Bulbs are packed in clear, sparkling cellophane bags, identified with individual saddle labels complete with planting directions; packages are mounted on beautiful display cards showing flowers or plants in full natural colors. Cards measure 21" wide, 25" high.



*They Sell Themselves at 29c per Bag*

**YOUR PRICE PER BAG, LESS THAN 16¢**

**PACKING: 48 Packages per Card; TWO Display Cards per Case**

**PRICE PER CASE, F.O.B. Cocoa, Florida**  
(Two Display Cards, 96 Pkgs.).....\$15.00

**FOLLOWING BULBS ARE AVAILABLE  
ON DISPLAY CARDS**

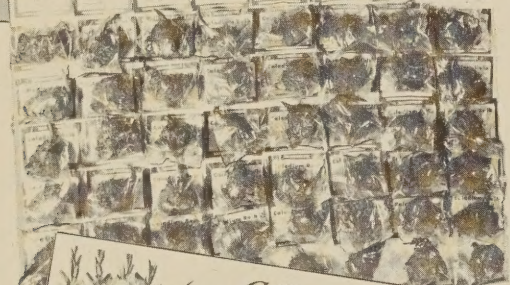
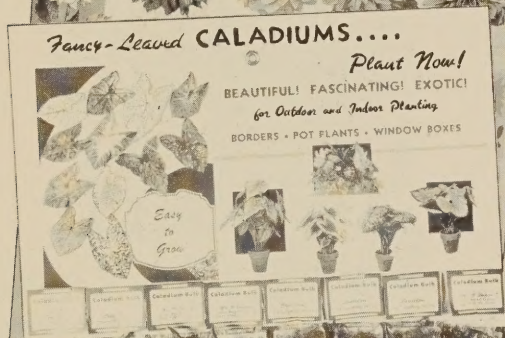
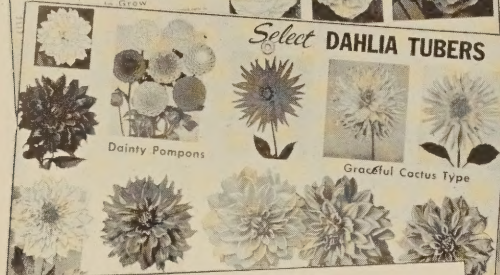
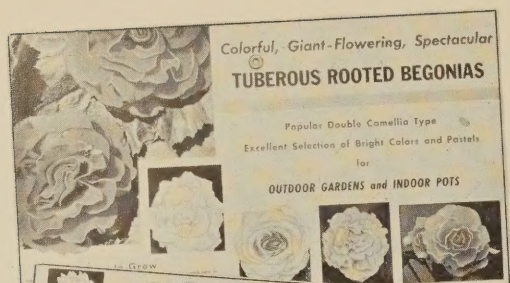
**Caladium Bulbs** One (1) No. 1 Bulb Per Package. Large-plant size bulb; 48 packages per card; six to eight most popular named varieties. Standard assortment only.

**Gladiolus Bulbs** Five (5) 1 1/4"-1 1/2" diameter bulbs per package. Young vigorous, large-bloom size bulbs; 48 packages per card; five named color varieties in red, yellow, pink, white, purple, and rainbow mix. Standard assortment only.

**Dahlia Tubers** One (1) A-No. 1 Dahlia division per package; 48 packages per card; eight different colors and types — Decoratives and Pompons. Standard assortment only.

**Tuberous Rooted Begonias** One (1) 1 1/2"-2" bulb per package; 48 packages per card; eight different colors. Standard assortment only.

**MINIMUM ORDER:** One case containing two cards. When ordering, specify: Number of Cases Bulbs on Display Cards, Caladiums (or Caladiums and Gladiolus, or any other combination of bulb items listed above). Shipping weight per case, 20 to 28 lbs., depending upon bulb item or combination.







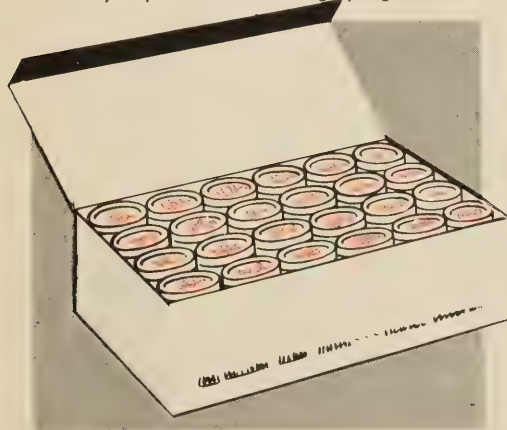
## Amazing New Bulb Specialty With Big Profit Opportunities

The convenience, eye-appeal and novelty feature of "Redi-Plant'd" Flower Bulbs make this a sure-fire money maker wherever displayed. Every man, woman and child a prospect! Ideal for home, apartment, school-room, sick-room, prizes and 101 gift occasions. Fascinating! Educational!

Top quality, large-bloom bulbs are "Redi-Plant'd" with special, prepared soil in a 16-oz. pot-shaped container, plastic coated inside, and handsomely printed in two-tone green. On the lid of each container a full color reproduction identifies the flower bulb or bulbs contained in the "Redi-Plant'd" pot.

Only the most popular, fastest-selling bulbs of the season are packed "Redi-Plant'd": from December to May, Fancy-Leaved Caladiums and Tuberous Begonias; September to January, Tulips, Hyacinths, Narcissus, etc. See panel at the right for list of bulbs available most of the year.

**PACKING:** 48 "Redi-Plant'd" flower pots to the case. When ordering, specify your selection, or merely request our best-selling Spring or Fall Standard Assortment.



Price F.O.B. Cocoa, Florida	
Per Case of 48.....	\$12.00
Your Cost, each .....	25¢
Suggested Selling Price,	
each .....	39¢-49¢
Weight per Case, Average...	25 lb.

### Self-Selling Display

"Redi-Plant'd" bulbs are packed in an attractive shipping container, complete with beautiful advertising poster, to make an effective self-selling counter or floor display.



### SPRING - SUMMER SELECTION

Shipments December to May

Contents	Bulbs Per Ctn.
AMARYLLIS (until March) .....	One, 2" - 2 1/4" diameter
Begonias, Tuberous, Colors: Rose, Yellow, Red, White, and Orange .....	One, 1 1/2" - 2" diameter
CALADIUMS, Fancy-Leaved .....	One, 1 1/2" - 2" diameter
Six popular named varieties	

### FALL - WINTER SELECTION

Shipments September to January

Contents	Bulbs Per Ctn.
AMARYLLIS (Oct. to Mar.) .....	One, 2" - 2 1/4" diameter
CALLA, White .....	One, 1 1/4" - 1 1/2" diameter
DAFFODIL, King Alfred .....	One DN#2
HYACINTH, Pink, White Blue .....	One, 1 1/2" - 1 3/4" diameter
LILY, Easter .....	One, 6" - 7" Circ.
NARCISSUS, Paperwhite .....	Two, 1 1/2" - 1 3/4" diameter
TULIPS, Darwin: Red, White, Pink, Yellow, Purple .....	Two, Top Size



# Get on the Profit Bandwagon with **FANCY - LEAVED CALADIUMS!**



**A**LTHOUGH old-time garden favorites in some localities, Fancy-Leaved Caladiums only recently have commenced to gain the widespread popularity they so richly deserve. We know of no other garden or pot-plant that provides so much and such long-lasting beauty and satisfaction as gay colored and fascinating Fancy-Leaved Caladiums. A bed or border of these beautiful foliage plants rival in brilliance a planting of colorful tulips, yet their beauty lasts from spring until frost and in semi-tropical climate they have lasted as late as December and January. Now available in a wide range of spectacular varieties in silvery whites, brilliant reds, transparent rose and innumerable variegations, it is little wonder that interest and demand for Fancy-Leaved Caladiums has increased so rapidly in recent years. We believe that there is a great future for this most versatile foliage plant.

## Beautiful and Useful in Many Ways INDOORS AND OUTDOORS

### AS POT PLANTS



### IN WINDOW BOXES



### RANDOM PLANTINGS BETWEEN SHRUBS



### IN GARDEN BORDERS



## Caladium Culture

The Fancy-Leaved Caladium is a tuberous-rooted herb, at home in tropical forests as found in South America. It naturally grows best in warm temperatures, 90 degrees F. or more and will not perform satisfactorily below 70 degrees. For outdoor planting, the dormant tubers should be set out when frost danger is past, about 2 in. deep and about 10 in. apart, in a semi-shaded location. Too much sun will burn the delicate varieties and too dense a shade will prevent full coloration. The soil should be rich, light and well drained. Ideal would be a mixture of 25% old rotted cow manure, 20% peat moss, 20% sand and 35% good loam. Leaf mold may be added for better results. Water sparingly at first to prevent rotting, then water freely when leaves appear but never let the soil become water-logged so as to seal out air circulation. Caladiums can be started early indoors in flats or pots, one tuber to a 3 or 4 in. pot or several tubers in larger pots. When 3 or 4 leaves have developed, transplant outdoors or repot adding heavier soil. Indoors or out, Caladiums are heavy feeders; they need plenty of food and moisture, in loose, friable soil.

## Care of Tubers

Caladium tubers (or bulbs, as they are called) are sensitive to cold. They should never be kept in cold storage. If your bulbs arrive during cold weather, it is imperative that they be removed from the carton and packing material and spread thinly in trays in a warm location with good air circulation. This handling is desirable at all times.



# Place Your Order Early

## FROM OUR WIDE VARIETY SELECTION

We have one of the most complete selections of varieties available in Fancy-leaved Caladiums, the standard favorites as well as many newer varieties. Early ordering assures you the best selection. Listed on this page are the varieties which we have available in ample stock. Unless your order specifies NO SUBSTITUTIONS, if we are sold out of a variety we will substitute the best and closest to the variety ordered, to save you time and disappointment.

### PRICES F.O.B. FLORIDA FARM

#### NAMED VARIETIES

Sizes (Diameter)	Per 100	Per 1000
Mammoths (3 1/2" up) .....	\$37.50	\$360.00
Jumbos (2 1/2" to 3 1/2") .....	27.50	260.00
*No. 1s (1 1/2" to 2 1/2") .....	18.00	170.00
No. 2s (1" to 1 1/2") .....	10.00	95.00

#### MIXED COLORS

Sizes (Diameter)	Per 100	Per 1000
Mammoths (3 1/2" up) .....	\$35.00	\$330.00
Jumbos (2 1/2" to 3 1/2") .....	25.00	235.00
*No. 1s (1 1/2" to 2 1/2") .....	16.00	150.00
No. 2s (1" to 1 1/2") .....	8.00	75.00

\*No. 1 size recommended generally for counter sales.

DELIVERY: December to June

Our new crop is available for shipment early in December and usually until June. If your order is placed in January or February we can hold stock for shipment during the summer months and early fall for Christmas plants.

Minimum Order: 100 bulbs, 25 or multiples of 25 per variety. 250 or more bulbs priced at the 1000 rate.

Color Chart Furnished Free. With every bulk shipment we furnish a beautiful color chart, which pictures in full natural colors and describes the most popular Caladium varieties.

For Counter Sales: We recommend Caladium bulbs in our Serv-ur-Self Display Cases containing standard assortments of the most popular varieties; see page 2. Also see picture packages of Caladium bulbs elsewhere in this catalog.

## FANCY-LEAVED CALADIUM VARIETIES AND DESCRIPTIONS

See Pages 12 and 13 for Some Color Reproductions

- CANDIDUM.** The leading white; compact growth.
- CRIMSON WAVE.** Vigorous, large leaf variety; crimson with dark green border; transparent.
- DR. D. M. COOK.** Dark, mossy green with plain red center; crumpled leaf.
- DR. GROOVER.** A good pink, low growing heavy leaver. Very colorful. Recommended for potting.
- EDITH MEADE.** Low growing, leafy variety with large white center, red midribs, green border.
- FANNIE MUNSON.** Low growing, with large beautiful pink leaves.
- ITACAPUS.** A leading red; medium heavy leaver; low growing and vigorous.
- JESSIE THAYER.** Vigorous growing red; good pot plant variety.
- JOHN PEED.** A very fine and popular red variety.
- LORD DERBY.** Transparent rose, with dark ribs; low growing.
- MACAHYBA.** Bronze with green and red rays, large pink and white splotches.
- MISS CHICAGO.** Leaves almost solid pink with few light green areas; heavy leafing low grower; good pot plant.
- MRS. ARNO NERHLING.** A heavy-leaf, low grower; white and pink veins.
- MRS. F. SANDERS.** Large round leaves, deep rose on dark green; good outside.
- MRS. W. B. HALDERMAN.** Medium tall, bushy; light red with narrow green border.
- PINK CLOUD.** Good grower; crumpled leaf, shaded pink; mottled. Very popular.
- POECILE ANGLAIS.** Heavy leafing, low growing red; medium leaf.
- RECONCAVO.** Medium tall; center deep red with dark red veins.
- RED ENSIGN.** Low growing bright metallic red; produces many small leaves; good texture and color.
- RED FLARE.** Low growing leafy variety that produces an outstanding pot.
- RED POLKA.** Beautiful red on green. Good pot plant variety.
- RIISING SUN.** Tall growing with outstanding color. Good for outdoors.
- SEAGULL.** Low growing and very leafy. A good pot plant and a variation in white.
- SCARLET PIMPERNELLE.** Scarlet with yellow-green margin; vigorous low growing; becoming very popular.
- SOROCOBA.** Transparent silvery white; nearest to Candidum but with suffusion of delicate pink over white.
- THOMAS TOMLINSON.** Unusually showy, low growing variety; brilliant red, narrow green margin. Good for potting.
- TRIUMPH DE L'EXPOSITION.** Large bright crimson with scarlet ribs on green.



## New . . . Rare . . . . LANCE or STRAP LEAVES

An entirely new type of Caladium, available now for the first time in commercial quantities but still very scarce and regarded as "collectors' items". Known as Lance-, Strap-, or Arrow-Leaf varieties, they are low-growing, generally having narrow, long leaves and making a colorful and interesting pot. Quantities are too limited to list varieties, but we will ship in named varieties in reds, pinks, whites and variegated, 25 each of four varieties, or in multiples of 25; minimum total order, 100 bulbs. Bulbs in these varieties generally run smaller in size than regular Caladiums, but we will ship a good No. 1 size bulb. Priced at:

**\$25.00 per 100**

**\$225.00 per 1000**





CRIMSON WAVE



TRIOMPHE DE L'EXPOSITION



ITACAPUS



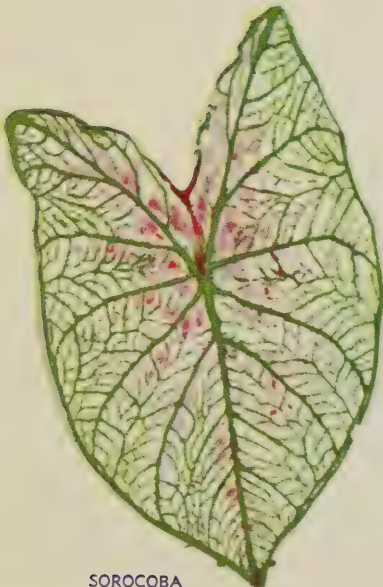
EDITH MEADE



LORD DERBY



DR. GROOVER



SOROCOA



RECONCAVO



SCARLET PIMPERNELLE





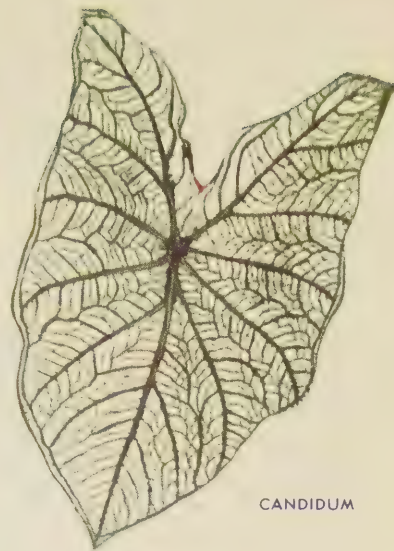
JOHN PEED



PINK CLOUD



THOMAS TOMLINSON



CANDIDUM

## *Fancy-Leaved* **CALADIUMS**

The popularity of these fascinating and spectacular foliage plants has grown rapidly in recent years. Now available in a wide selection of interesting color patterns that provide breath-taking beauty in the garden or indoors for several months. The demand for Fancy-Leaved Caladiums is bound to increase as more and more flower and plant lovers discover this most versatile bulb plant.

For florist and greenhouse culture, and for counter sales to home gardeners, we offer one of the most complete selections available—proved old favorites and the later varieties. We offer Fancy-Leaved Caladium bulbs in bulk and in attractive picture packages for resale. Order your requirements early and profit on the demand for this popular seller.



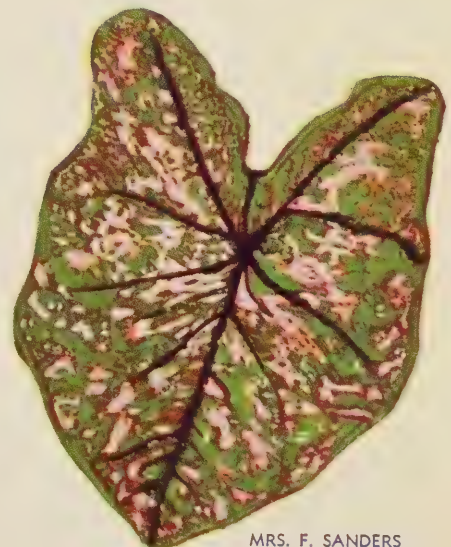
MRS. W. B. HALDERMAN



MACAHYBA

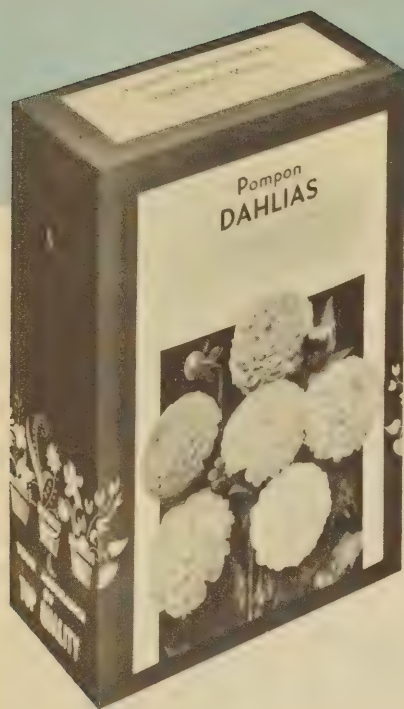


RED ENSIGN



MRS. F. SANDERS





# Beautiful "Blue Ribbon"

## PICTURE PACKAGED BULBS

OUR "Blue Ribbon" package provides a complete line of the most popular bulbs and tubers, and gives you sales and profit opportunities through all seasons. The carton is printed in four colors, richly designed for eye and sales appeal. It measures 7 1/4" high, 5 1/4" wide, 2 1/2" deep. Each item is identified by a separate full color label with planting directions.

**PACKING:** 48 cartons per case, shipped in full case lots only—either all one item or an assortment of items, of your selection, which are available for shipment at the same time. If you wish, merely order "Blue Ribbon" Spring or Fall Bulb Assortment and we will ship our best selling assortment.

Price Per Case of 48 Cartons.....\$28.80

Cost Per Carton .....60¢

Suggested Selling Price \$1.00 to \$1.25

BULBS FOR SPRING SALES	CONTENTS PER CARTON	BULB SIZE	SHIPPING DATES
AMARYLLIS, Meade Hybrids, Mixed	3 Bulbs	2 1/4"-2 1/2"	Oct.-Mar.
BEGONIAS, TUBEROUS-ROOTED, Mixed colors	5 Bulbs*	1 1/2"-2"	Jan.-April
CALADIUMS, FANCY LEAVED, Mixed	5 Bulbs*	1 1/2"	Jan.-June
CALLAS, Pink	4 Bulbs*	1 1/4"-1 1/2"	Dec.-Mar.
CALLAS, Yellow	4 Bulbs*	1 3/4"-2"	Dec.-Mar.
DAHLIAS, Large Decorative: Red, White, Pink, Yellow, Lavender, Bronze and Mixed	4 Divisions	No. 1	Jan.-June
DAHLIAS, Pompons, Mixed	4 Divisions	No. 1	Jan.-June
GLADIOLUS (LARGE SIZE) Note: Gladiolus are labelled by varieties or rainbow mix; five colors: Red, White, Pink, Yellow, Lavender	25 Bulbs	1 1/4"-1 1/2"	Aug.-June
GLADIOLUS (TOP SIZE)	18 Bulbs	1 1/2" up	Aug.-June
GLORIOSA ROTHSCILDIANA, Orange-Scarlet Climbing Lily	1 Tuber*	5"	Aug.-June
TUBEROSES, Double Pearl	12 Tubers	2"-4" circ.	Dec.-May
BULBS FOR FALL SALES			
AMARYLLIS, Meade Hybrid, Mixed	3 Bulbs	2 1/4"-2 1/2"	Oct.-Mar.
CALLAS, White	5 Bulbs	1 1/4"-1 1/2"	Sept.-Jan.
DAFFODILS, Imported King Alfred	8 Bulbs	DN & Rounds	Sept.-Dec.
DUTCH IRIS, Imported Mixed	40 Bulbs	6-7 cm	Oct.-Jan.
HYACINTHS, Imported, Mixed	6 Bulbs	lge. Bedding	Sept.-Dec.
LILY, LONGIFLORUM, Easter Lily	4 Bulbs*	6"-8"	Sept.-Jan.
LYCORIS, SQUAMIGERA, Pink "Magic Lily of the Orient"	4 Bulbs	Large	Sept.-Mar.
NARCISSUS, PAPERWHITE	10 Bulbs	14-16cm	Sept.-Jan.
NARCISSUS, Imported Small Cup, Mix	10 Bulbs	DN & Rounds	Sept.-Dec.
TULIPS, DARWIN, Imported: Red, Yellow, Pink, White, Purple & Mix	12 Bulbs	Top Size	Sept.-Dec.

\*Bulbs are packed in proper medium, such as peat moss, vermiculite, etc. as required.



# Glad Garden Supreme

*Promotes Larger, More Profitable Bulb Sales*

The "Glad Garden Supreme" contains one hundred (100) select, first-size bulbs in a patented Vent-Vu bag which permits inspection of bulbs and ample ventilation. A real rainbow color mixture of proved varieties. The sturdy multiwall bag is attractively printed in two colors.

**100 No 1 Bulbs (1½" diameter) per Bag**

Price per Case (6 Bags) .....\$15.00

Cost per Bag ..... 2.50

Suggested Selling Price per Bag ..... 4.00

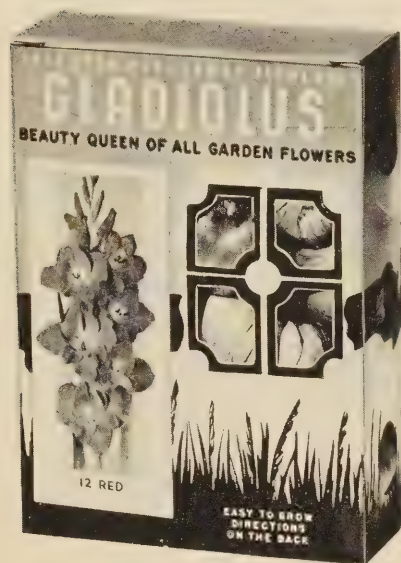
Minimum Order: One Case

Shipping Wt. per Case, Approx. 50 lbs.

**DELIVERY: Year 'Round**



## The ECONOMY PAK



A popular-priced, eye-appealing package. This carton, in beautiful three-tone printing measures 6" high, 4½" wide, 1¾" deep. Unique window design permits view of bulbs and ample ventilation. Full color picture labels identify contents; planting directions printed on back. Plump, healthy, large-size bulbs are packed in this carton.

**One Dozen No. 1 Bulbs (1½" diameter) per Carton, 48 Cartons per Case**

Colors: red, pink, yellow, lavender, white, rainbow mix

Price per Case (48 Cartons).....\$15.00

Price per Carton..... 31¼¢

Suggested Selling Price..... 49¢

Minimum Order: One Case.

Shipping Wt. per Case, Approx. 45 lbs

**DELIVERY: Year 'Round**

## The GIANT PACKET

Giant seed packet type envelope, size 6" x 9", with beautiful Kodachrome reproduction of Gladiolus in full natural colors. Contains six large, blooming-size bulbs, in a true rainbow color mixture.

**Six (6) Bulbs, 1¼"-1½", per Packet, 100 Packets per Case**

Price per Case (100 Packets).....\$12.50

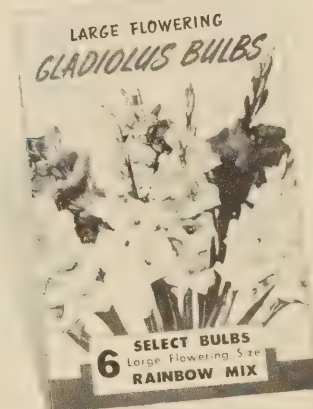
Price per Packet..... 12½¢

Suggested Selling Price per Packet..... 25¢

Minimum Order: One Case

Shipping Wt. per Case, Approx. 25 lbs.

**DELIVERY: Year 'Round**





# Select Northern-Grown

# DAHLIA TUBERS

**Delivery: December to June**

In Dahlia Tubers we offer a good balanced color selection in the three leading types—Decoratives, Cactus and Pompons. These are choice Northern-grown divisions, in varieties specially selected for counter sales, generally most satisfactory for the home garden and for cut flowers.

Minimum Order: 100 Tubers; 10 each or multiples of 10 per variety

## Giant - Flowering Decoratives

MRS. GEORGE W. LE BOUTILLIER, fine garden red  
COMMANDO, French lilac  
LE TORREADOR, one of the best reds  
MRS. JAMES ALBIN, fine yellow cut-flower  
AVALON, excellent sulphur yellow  
D-DAY, rose-pink, excellent for cut-flower

JERSEY'S WHITE BEAUTY, large white  
GERTRUDE BRINTON, excellent garden red  
MRS. I. DE VER WARNER, large lilac purple  
GALLANT FOX, dark claret red  
GOLDEN ECLIPSE, lovely old bronze  
VICTORY, rose and old gold

**Price F.O.B. Cocoa, Florida.....\$17.50 per 100**

## Graceful Cactus Varieties

REISEN'S WONDER, crimson purple to rose  
LILAC WONDER, soft lilac, rich cut-flower  
LADY IN RED, excellent red cut-flower  
GENERAL EISENHOWER, best red

PRINCE CHARLES, bright lilac-rose  
PATTON, pure orange  
MICHIGAN WHITE, large white  
PASTORALE, peach to rose

**Price F.O.B. Cocoa, Florida.....\$22.50 per 100**

## Dainty Pompons

MARY MUNNS, fuchsia lavender  
MORNING MIST, lilac pink  
ADELAIDE, rose, edged pink  
RED BABY, exhibition red  
CARDINAL, excellent red

HONEY, brilliant yellow  
EDITH MUELLER, gold, edged red  
JOE FETTE, standard white  
AMBER QUEEN, excellent amber bronze  
LITTLE HERMAN, red and white

YELLOW GEM, cream yellow

**Price F.O.B. Cocoa, Florida.....\$15.00 per 100**

### DAHLIA CULTURE

Dahlias should be planted after frost danger when ground warms in the spring. They need good garden soil, well fertilized and containing plenty of humus. Plant tubers about three feet apart each way.

PLANT TUBERS HORIZONTALLY in the hole about six inches deep. Cover about 2 inches and fill in hole as the shoots grow. Put stake in the ground at time of planting to avoid disturbing roots later. For Southern gardens especially, keep mulch around the plants to keep roots cool.

TO PRODUCE BEST BLOOMS on large types, pinch out all buds except center one on every lateral branch.

DIG PLANTS AFTER FIRST FROST KILLS TOPS. Cut tops off at once, dry tubers in sun then store in cool place where there is no danger of freezing.

### DECORATIVES "TO COLOR" ONLY

COLORS:

Per 100

Per 1000

Red, White, Pink

**\$15.00**

**\$125.00**

Yellow, Bronze and Lavender

MINIMUM ORDER: 100 Tubers; 20 each or multiples of 20 per color; 500 or more tubers at the 1000 rate.

### FOR COUNTER SALES

See our Standard Dahlia Assortments in Serv-ur-Self Display Cases on page 2. Also see our picture packages of Dahlia tubers elsewhere in this catalog.



# Giant Hybrid Meade Strain

**AMERICAN  
GROWN**

## AMARYLLIS

The American-grown Meade Strain of Amaryllis (*Hippeastrum*) makes gorgeous giant blooms in colors ranging from near white (with thin pencil striping) through various shades of pink to deepest reds and candy stripes. They are used extensively in the South for outdoor planting and they are popular bulbs in the North for indoor growing in pots. For indoor flowering, the bulbs should be potted in a mixture of fibrous loam, leafmold and sand, with liquid manure applied during the blooming period. They may be potted

as soon as available, with the shoulder of the bulb protruding from the soil. If kept at a fairly even temperature of 65 degrees F. they will develop a good vigorous root system. When the weather warms and after blooming, the potted plant can be placed in the soil outdoors and taken in again in the fall for flowering indoors. In mild climates bulbs may be kept outdoors in the ground from season to season; elsewhere they must be lifted and stored in dry sand through the winter months.



### MIXED COLORS

#### Sizes (Diameter)

	Prices F.O.B. Florida Farm	
	per 100	per 1000
3" and up.....	\$34.00	\$325.00
* 2 3/4" to 3".....	23.50	220.00
* 2 1/2" to 2 3/4".....	17.50	165.00
2 1/4" to 2 1/2".....	12.50	115.00
2" to 2 1/4".....	10.00	90.00

DELIVERY: October to March

\*Most popular sizes for counter sales

MINIMUM ORDER: 100 bulbs,  
250 or more priced at the  
1000 rate.



### SEVEN BEAUTIFUL COLORS

FIRE KING (bright red); L'INNOCENCE (pure white); ORANGE KING (clear orange); PINK PERFECTION (deep pink); SALMON QUEEN (salmon); STRIPED BEAUTY (white, red striped); SENSATION (dark red).

## Imported Royal Dutch AMARYLLIS

Widely publicized in the flower magazines and general publications, the new, improved Dutch Hybrid Amaryllis (*Hippeastrum*) are in good demand. For their mammoth, majestic blooms, up to 8" across, and superb color and form, they easily justify the premium prices which they command. The mammoth size bulbs which we import, measuring full 3 1/4"-3 1/2" in diameter, make several blooms to the stem and usually two stems per bulb. They make a truly sensational pot plant and the blooms are long lasting. Available in named color varieties as listed below picture. Pure white variety not to exceed 20% of total bulbs ordered.

DELIVERY: November to February

Prices F.O.B. our Florida Warehouse

Per 10 bulbs.....	\$16.00
Less than 10, each.....	2.00
Suggested Retail, each.....	\$3.00 to \$4.00

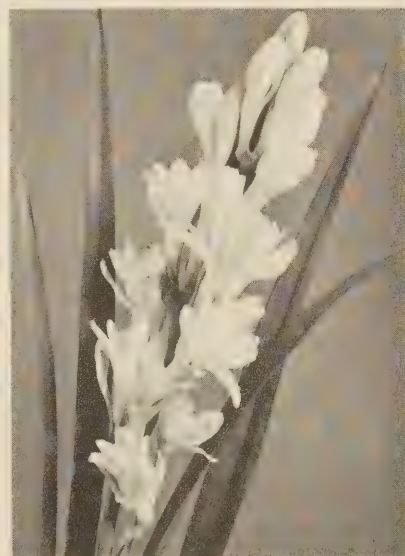
## TUBEROSE, *Dwarf Double Pearl*

The Dwarf Double Pearl Tuberose produces spikes of waxy white, double flowers, thickly set, and having a permeating sweet fragrance. They should be planted in rich soil after frost danger and given plenty of water during the growing season. They may be started indoors and set out when the weather warms.

Sizes (Circumference)  
4" and up  
3" to 4"

Prices F.O.B. Florida Farm	
Per 250	Per 1000
\$17.50	\$70.00
12.50	50.00

Minimum Order: 250, priced at 1000 rate  
DELIVERY: November to May







# CALLAS

## *Calla Aethiopica (white)*

Most widely known of the Calla family, *Calla Aethiopica* produces large, white waxy blooms as pictured, on stems up to 2½ feet. The leaves are a rich green, large and smooth, making a beautiful setting for the showy blooms. The white Calla is widely grown in pots for indoor blooms, also as a perennial outdoors in mild climates, and in the North for summer blooms in the garden. The bulbs can be potted as soon as possible or stored and planted directly outdoors after frost danger. Callas like rich, moist soil.

DELIVERY: August to December		Prices F.O.B. Florida	
Sizes (diameter)	Per 100		Per 1000
2" up .....	\$30.00		\$275.00
1¾" to 2" .....	24.00		215.00
1½" to 1¾" .....	17.00		155.00
1¼" to 1½" .....	10.00		95.00

## *Calla Elliottiana (yellow)*

*Calla Elliottiana* produces deep golden yellow flowers in abundance, truly spectacular plants which should be grown extensively. The green foliage is spotted, adding to the beauty and interest of the plant. It makes a lovely house plant as well as garden subject. Culture is the same as other Callas listed above.

DELIVERY: December to March		Prices F.O.B. Florida	
Sizes (diameter)	Per 100		Per 1000
2½" up .....	\$35.00		\$330.00
2" to 2½" .....	20.00		175.00
1¾" to 2" .....	15.00		135.00

## *Calla Rebmannii Superba (Pink)*

The pink or rose Calla is a rather uncommon species. The flowers are small but unusual by reason of their color.

DELIVERY: December to March		Prices F.O.B. Florida	
Sizes (diameter)	Per 100		Per 1000
2" up .....	\$24.00		\$215.00
1½" to 2" .....	17.00		150.00
1¼" to 1½" .....	13.00		120.00

## *Calla Alba Maculata (white)*

The Alba Maculata is a cream white with spotted leaves. It is a fine summer garden variety.

DELIVERY: December to March		Prices F.O.B. Florida	
Sizes (diameter)	Per 100		Per 1000
2" to 2½" .....	\$20.00		\$180.00
1¾" to 2" .....	15.00		135.00

## *LILIUM LONGIFLORUM (Easter Lily)*

This is the familiar large, white, trumpet-shaped Easter Lily as pictured. In the mild climates of the South they are planted extensively outdoors late in the summer or early fall. Elsewhere they can be grown indoors in pots—usually one bulb to a six inch pot—and kept in a cool, dark place until root system has developed and top growth begins to appear; they can then be brought into full light.

DELIVERY: August to January		Prices F.O.B. Florida	
Sizes (Circumference)	Bulbs Per Case	Price Per Case	Price Per 100
9-10 inch .....	200	\$42.50	\$24.00
8-9 inch .....	250	42.50	20.00
7-9 inch .....	300	45.00	18.00
6-8 inch .....	400	50.00	15.00

MINIMUM ORDER: 100 BULBS; OR CASE LOTS







## Tuberous Rooted **BEGONIAS**

### DOUBLE CAMELLIA

Tuberous-Rooted Begonias are fast becoming one of the most popular of summer flowering garden subjects with amateur gardeners in all parts of the country. Their showy blooms in many colors last throughout the summer until frost. As cut flowers they provide spectacular bowl arrangements. They are ideal for pot culture, porch boxes or outdoor bedding. They can be started early in damp peat moss or vermiculite and transplanted to 4 or 5 inch pots as growth starts, or if ground is warm they can be transplanted directly to beds outdoors, in a shady location. Recommended soil preparation: use two parts of good soil and rotted manure, two parts leaf mold or peat moss, one part sand; 3 lbs. bone meal to the bushel of mixture. We stock the most popular type, Double Camellia, in all colors.

**DELIVERY: January to April**

Size (Diameter)	Per 100	Prices F.O.B. Cocoa, Florida	Per 1000
1 1/2" to 2"	\$12.00		\$100.00

Colors: Red, Scarlet, Rose, Orange, Salmon, Yellow, White, Copper and Rainbow Mix

Minimum Order: 100 bulbs, 25 or multiples of 25 per color; 250 bulbs at the 1000 rate

See standard assortment in our Serv-ur-Self Display Case, Page 2.

## **GLORIOSA** *Rothschildiana*

### ORANGE-SCARLET CLIMBING LILY

Also known as the Glory Lily, the Gloriosa Rothschildiana tuber produces a climbing plant which grows rapidly four to six feet tall, requiring trellis support. From 10 to 30 blooms of brilliant scarlet and yellow develop from a single tuber. The plant thrives in southern gardens but is also grown in the North in greenhouses, and outdoors in warm locations during summer months.

The tubers should be planted in a bed of rich soil. Lay the tuber on its side with the sprout end about two inches under the soil and the more slender end somewhat deeper. The plant will grow in full sun or semi-shade.

**DELIVERY: Year Round**

Size (length)	Per 10	Prices F.O.B. Florida	Per 100
5"-6"	\$5.50		\$50.00
6" to 7"	7.50		70.00



## **LYCORIS** *Magic Lily of Orient*



Lycoris, is considered one of the rarest and most beautiful of bulbous flowers. The leaves appear early in the spring, then die down and are followed in summer by large clusters of lily-like flowers, pleasantly perfumed. L'Squamigera, sometimes listed as Amaryllis halli, also called the Mystery Lily, has fragrant blossoms of lavender rose. This is the most hardy and best known. L. Aurea, Golden Spider Lily or Hurricane Lily, produces bright, orange-yellow blossoms and is best adapted for outdoor growing in the lower South but can be grown elsewhere under glass or with winter protection. L. Radiata, Red Spider Lily or Guernsey Lily, well known in the Gulf Coast region, is often treated as a pot plant. It produces small bright red blossoms in clusters.

**DELIVERY: September to March**

Sizes (circumference)	Per 100	Prices F.O.B. Cocoa, Florida	Bulbs Per Case	Price Per Case
L. Squamigera (pink) 6-7 inch.....	\$11.00		400	\$37.50
L. Aurea (yellow) 5-6 inch.....	11.00		600	55.00
L. Radiata (red) 4-5 inch.....	6.00		800	42.50





# ANEMONES and RANUNCULUS

**DELIVERY:** Year 'Round

Two very popular florist flowers, rapidly growing in favor for the home garden. Excellent for cutting. Fall and spring planted in the South, spring in the North.

## ANEMONES

(St. Brigid double-flowered mix)

	Per 100	Per 1000
No. 1 ( $\frac{5}{8}$ " - $\frac{3}{4}$ " ).....	\$2.50	\$20.00
No. 2 ( $\frac{1}{2}$ " - $\frac{5}{8}$ " ).....	1.25	10.00

## RANUNCULUS (Mammoth hybrid mixed)

No. 1 ( $\frac{5}{8}$ " - $\frac{3}{4}$ " ).....	\$2.75	\$22.50
No. 2 ( $\frac{1}{2}$ " - $\frac{5}{8}$ " ).....	2.00	15.00



Also Available in Cellophane Picture Packages  
\$3.60 per Doz. Pkgs. Cost you 30¢, Sell for 59¢  
Anemones, 20 bulbs per Pkg.; Ranunculus, 15 bulbs per Pkg.



## *Bletilla Hyacinthina*

### HARDY CHINESE ORCHID

A lovely miniature orchid; considered hardy, but especially adapted for growing indoors in pots, or for outdoor planting in mild climate. The bulbs are set just beneath the surface of the soil. Dainty orchid-colored flowers are borne in groups of six to eight on a 12 inch stem.

**DELIVERY:** October to April

Prices F.O.B. Cocoa, Florida

Per 100, \$15.00

Per 1000, \$125.00

## *Paperwhite Narcissus*

The Paperwhite is the most popular of the tender Polyanthus or Cluster Narcissus. Growing bulbs in water in a thin layer of gravel, stones or chips is a favorite way of flowering them. In mild climates they also flourish outdoors.

**DELIVERY:** September to January

Sizes	Quantity Per Case	Price Per Case	Price Per 100
16 cm up.....	300	\$20.00	\$7.50
15 to 16 cm.....	400	20.00	6.00
14 to 15 cm.....	450	20.00	5.00
13 to 14 cm.....	550	20.00	4.00

**MINIMUM ORDER:** 100 bulbs or full cases





# Our "Blue Ribbon"

## PACKAGED ROSEBUSHES

Two-Year-Old Texas Field-Grown Bushes

**Processed and Packed Expressly for Us in  
Blue Ribbon Bag with Full Color Label**

Our "Blue Ribbon" Rosebush is a heavy, select 2-year-old field-grown bush, well balanced and well branched, with good root system. This plant has a minimum of three heavy canes pruned to length 16" to 18". Roots are packed in best known moisture retaining materials, wrapped in polyethylene sheet, and then inserted in an attractive "Blue Ribbon" bag. This improved type of root-wrapping greatly increases the shelf life of the bush. A 3" x 5" full color picture on the bag identifies the color variety.

**DELIVERY: October 15 to March 1**

**PACKING: 25 Bushes per Case, in the Following Packs:**

**BLUE RIBBON ASSORTMENT NO. 10—Bush Roses.**

25 bushes, leading varieties—8 Red, 6 Pink, 4 Yellow, 4 Two-Tone, 3 White.

**BLUE RIBBON ASSORTMENT NO. 15—Climbing Roses.**

25 bushes assorted leading color varieties in climbers.

**PRICE F.O.B. SHIPPING POINT**

**Per Case (25 Bushes) .....\$16.25 (65¢ per bush)**

Prompt Shipments From Stock: From Cocoa, Florida to the following states: Florida, Alabama, Georgia, North Carolina, South Carolina, Tennessee; direct from Texas to following states: Texas, Louisiana, Oklahoma, Arkansas, Mississippi.

**NOTE:** For lowest transportation costs on rosebushes order **not less than** two cases at a time so that shipment can be routed motor freight.

### VARIETY LIST

Assortments will contain varieties of our selection from the following list, in color proportions listed above.

#### RED

Ami Quinard  
Better Times  
Etoile de Hollande  
Poinsettia  
Red Radiance  
Rouge Mallerin

#### YELLOW

Golden Charm  
Luxembourg  
Sœur Therese

#### WHITE

Kaiserin A. Viktoria  
White American Beauty  
White Briarcliff

#### CLIMBERS

Blaze (Red)  
Caledonia (White)  
Paul's Scarlet (Red)  
Red American Beauty  
Red Radiance  
Talisman (two-tone)

#### PINK

Briarcliff  
Editor McFarland  
Pink Radiance  
The Doctor

#### TWO-TONE

Condesa de Sastago  
Countess Vandal  
Edith Nellie Perkins  
President Hoover  
Talisman



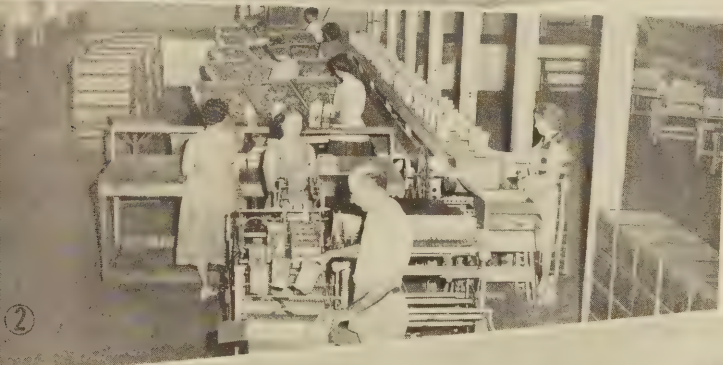


# YOUR HEADQUARTERS FOR FINE FLOWER BULBS

Our own large farms in North Carolina and Florida, producing hundreds of acres of bulbs each season; our direct contacts with most dependable foreign and domestic bulb growers; ample and modern storage and packing facilities; and up-to-the-minute ideas in bulb packaging and merchandising — these are your assurance for quality, service, and greater profit opportunities in dealing with us.

ALEXANDER P. THOMAS BULB FARMS  
Manager

*Larry L. White, Jr.*



1. Corner of labelling and assembly room.  
2. Section of bulk packing department. 3. One of our bulb sizing machines. 4. Bulb packaging operation showing wrapping machine and conveyor. 5. Large curing and cold storage plant. 6. Field of gladiolus at our Brevard, North Carolina, farm, in the heart of the "Great Smoky Mountains", where glads naturally love to grow.



**Alexander P. Thomas Bulb Farms ★ Box 187 ★ Cocoa, Florida**

## Date.....

Street Address.....

City or Town \_\_\_\_\_ State \_\_\_\_\_

Nearest Express Office.....State.....

Ship Via: Parcel Post ☐; Express ☐; Truck ☐; Best and Cheapest ☐.

Ship On or About.....Check or M.O. enclosed \$.....  
(Date) (Remittance with order, deduct 3%)

Ship C.O.D. for Balance ☐; Charge ☐.

If new account and charge, give bank references:

[illegible]

TOTAL

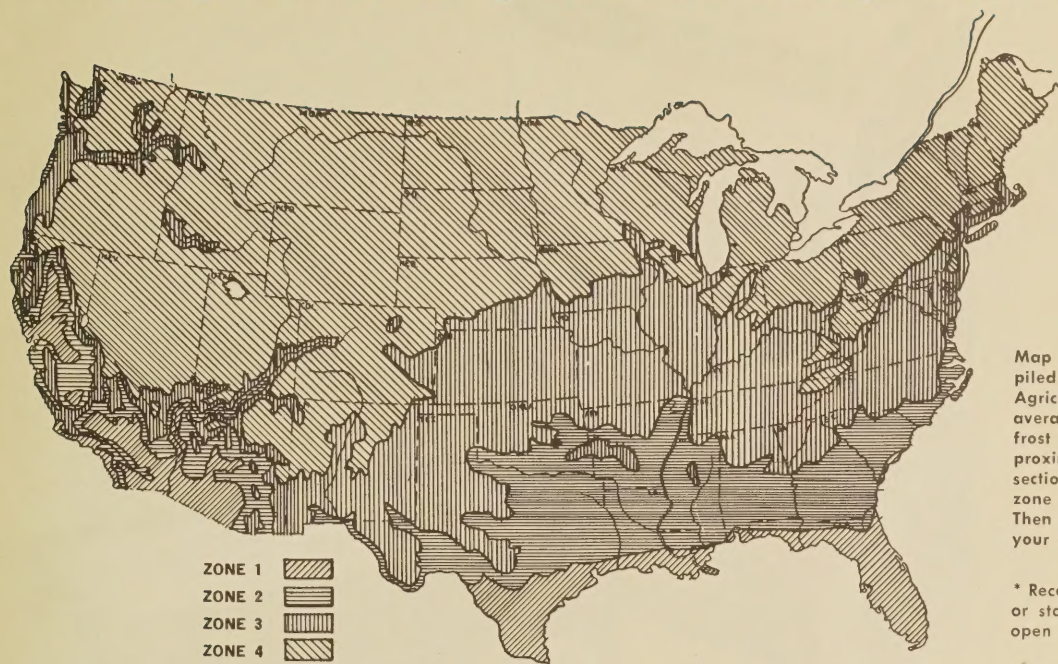
**ALEXANDER P. THOMAS BULB FARMS**







# Planting and Blooming Guide for Bulbs, Roots and Tubers



	SHIPPING DATES	PLANTING TIME				BLOOMING TIME	CULTURE
		ZONE 1	ZONE 2	ZONE 3	ZONE 4		
<b>AMARYLLIS</b>	Oct.-Mar.	Oct.-Apr.	*Oct.-Apr.	*Oct.-Apr.	*Oct.-Apr.	Feb.-May	Plant in pots for indoor blooms, or outdoors in mild climate. Liquid fertilizer promotes more luxurious blooms.
<b>BEGONIAS, TUBEROUS-ROOTED</b>	Jan.-Apr.	*Jan.-May	*Jan.-May	*Jan.-May	*Jan.-May	June until frost	Grow in partial shade. Start early in pots or flats and set out after frost danger.
<b>CALADIUM, FANCY-LEAVED</b>	Dec.-June	*Jan.-June	*Jan.-June	*Jan.-June	*Jan.-June	Mar. until frost	For pots, window boxes or outdoor borders. Start indoors and transplant, or plant directly outdoors when weather is definitely warm. Rich, moist soil and partial shade preferred.
<b>CALLA, PINK</b>	Nov.-Mar.	Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	Apr.-June	Thrive in moist, rich soil. Pot for indoor blooms, or outdoors after frost danger.
<b>CALLA, WHITE</b>	Sept.-Mar.	Sept.-Apr.	*Sept.-Apr.	*Sept.-May	*Sept.-May	Mar.-July	Same as pink and yellow Callas.
<b>CALLA, YELLOW</b>	Nov.-Mar.	Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	Mar.-June	Same as pink and yellow Callas.
<b>DAHLIAS</b>	Dec.-Apr.	Jan.-Apr.	Feb.-Apr.	Mar.-May	Apr.-May	June-Oct.	Require plenty of sun, air and room; rather light, rich soil.
<b>GLADIOLUS</b>	Year 'round	Sept.-May	Jan.-May	Mar.-June	Apr.-July	8-12 Weeks	Plant in good garden soil after freeze danger, and successively every 10 days for continuous blooms. Full sun desirable.
<b>GLORIOSA, CLIMBING LILY</b>	Dec.-May	Jan.-Apr.	Feb.-Apr.	Mar.-May	Apr.-May	May-Oct.	Needs sunny location and place to climb.
<b>HYACINTHS</b>	Sept.-Dec.	Oct.-Dec.	Oct.-Dec.	Oct.-Dec.	Oct.-Dec.	Feb.-Mar.	Favorite for potting or growing in the garden.
<b>IRIS, DUTCH</b>	Oct.-Jan.	Oct.-Jan.	Oct.-Jan.	Oct.-Jan.	Oct.-Jan.	Mar.-Apr.	Plant in protected spot, in mixed border or rock garden. Or plant in a frame for cut flowers.
<b>LILY, EASTER</b>	Aug.-Dec.	Aug.-Dec.	Aug.-Dec.	Aug.-Dec.	Aug.-Dec.	Jan.-May	For outdoors in mild climate or indoors in pots.
<b>LYCORIS, AUREA</b>	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Oct.	Well adapted for Southern gardens, but survives elsewhere with winter protection.
<b>LYCORIS, RADIATA</b>	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Oct.	Perfectly hardy. Often used as pot plants.
<b>LYCORIS, SQUAMIGERA</b>	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Oct.	Sometimes listed as Amaryllis Halli. Perfectly hardy. Foliage appears in spring, matures and dies, followed by flower spike in summer producing clusters of fragrant blossoms in the fall.
<b>NARCISSUS, PAPER-WHITE</b>	Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	6-9 Weeks	A favorite for indoor growing in gravel, stones or chips, with water. Flourishes outdoors in mild climate.
<b>NARCISSUS, DAFFODIL</b>	Sept.-Dec.	Nov.-Dec.	Oct.-Dec.	Oct.-Nov.	Oct.-Nov.	Mar.-Apr.	Most effective when grown in groups or clumps of same variety. Plant in well drained soil.
<b>TUBEROSES</b>	Nov.-May	Jan.-Mar.	Feb.-Apr.	Mar.-Apr.	Apr.-May	10-12 Weeks	Plant in pots or outdoors after frost.
<b>TULIPS</b>	Sept.-Dec.	Nov.-Dec.	Oct.-Dec.	Oct.-Nov.	Oct.-Nov.	Mar.-May	Plant in good garden soil. Late planting recommended for Southern gardens.



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